

Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

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-----041735Z 068943 /43

R 041645Z JAN 77
FM SECSTATE WASHDC
TO AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO
AMEMBASSY STOCKHOLM

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E.O. 11652: N/A

TAGS: BEXP, DA, FI, NO, SW

SUBJECT: FY-78 CCPS

REF: (A) OSLO'S 1872; (B) HELSINKI'S 766; (C)

COPENHAGEN'S 1245; (D) STOCKHOLM'S 2257

-- (E) STATE'S 292385

1. FOLLOWING OBSERVATIONS/RECOMMENDATIONS REFER TO PRELIM
FY-78 CCP INPUTS SUBMITTED VIA REFTELS A THRU D AND ARE
INTENDED TO GUIDE POSTS IN FORMULATING DRAFT CONTRIBUTIONS
TO FY-78 PROGRAMS DUE FEB. 77.

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2. FOR INFO ALL POSTS, FOLLOWING IS TENTATIVE FY-78 EVENT
SCHEDULE FOR S.T.C. OCT.-EDP; NOV.-HEVAC; DEC.-PRINTING
AND GRAPHIC ARTS; JAN.-TRANSPORTATION; FEB.-ELECTRONIC
COMPONENTS; APR.-IND. ASSEMBLY OR PULP AND PAPER;
MAY-SECURITY; SEPT.-LAB. INSTRUMENTS. ALTERNATES-MARINE
ELECTRONICS; MATERIALS HANDLING/PACKAGING EQUIP; POSSIBLY
BUILDING MATERIALS. ALMOST ASSUREDLY, SOME CHANGES IN

THEMES/TIMING WILL BE MADE THIS SCHEDULE. HOWEVER, POSTS MAY WISH BUILD ONE/SEVERAL CAMPAIGNS OR "OTHER POST SPECIAL EFFORTS" AROUND ONE OR MORE OF THESE S.T.C. MAJOR EVE STATISTICS FROM SOME RECENT S.T.C. SHOWS (PARTICULARLY AVIONICS, SAFETY AND SECURITY AND POLLUTION CONTROL) INDICATE THAT, CONTRARY TO SOMEWHAT GENERALIZED BELIEF, PROMOTION THESE EVENTS IN SURROUNDING COUNTRIES DOES PAY OFF. THE KEY, APPARENTLY, LIES IN SELECTING THOSE EVENTS, BASED ON INDIVIDUAL SHOW MAKEUP, WHICH HAVE THE GREATEST APPEAL TO HOST COUNTRY COMMERCIAL INTERESTS. THOSE PERCEIVED BY EACH INDIVIDUAL POST AS HAVING THIS APPEAL SHOULD BE TARGETED FOR SPECIAL (CAMPAIGN?) PROMOTIONAL EFFORTS.

3. A NEW MARKETING TOOL WILL BE AVAILABLE (BUDGET, ETC. PERMITTING) FOR POST'S USE IN FY-78. THE "CORE" OF THIS NEW "TOOL" IS "VIDEO TAPE RECORDING" (VTR). IN PILOT PROJECT, HELD IN SYDNEY, SINGAPORE AND TAIPEI IN OCT. 76, V.T.R. ON MACHINE TOOLS USA, FEATURING 23 U.S MACHINE TOOL BUILDERS, WAS COMBINED WITH CATALOG EXHIBITION. COPIES THIS VTR IN SOUND AND COLOR ALONG WITH BACKGROUND, EXPLANATORY MATERIAL AND REPORT ON PILOT PRODUCTION WILL BE FORWARDED POSTS EARLY JAN. FOR REVIEW/CONSIDERATION USE THIS TOOL IN FY-78. UNDERSTAND STOCKHOLM AND COPENHAGEN HAVE 3/4 INCH CASSETTE-TYPE VTR PLAYBACK EQUIPMENT AVAILABLE; HELSINKI AND OSLO HAVE 1/2 INCH OPEN-REEL-TYPE EQUIPMENT AVAILABLE. UNLESS INFORMED DIFFERENTLY AS TO TYPE VTR EQUIPMENT AVAILABLE, WILL FORWARD ONE 3/4 UNCLASSIFIED

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INCH CASSETTE TO STOCKHOLM WITH REQUEST TO REVIEW AND PASS ASAP TO COPENHAGEN. SIMILARLY, ONE 1/2 INCH OPEN REEL PROGRAM WILL BE FORWARDED HELSINKI VIA OSLO. IN OPINION CMM NORDIC, THIS HAS POTENTIAL FOR FILLING NORDIC POST'S REQUESTS/NEED FOR FLEXIBLE/LOW-COST MARKETING TOOL. IN ADDITION TO AN EXPANDED MACHINE TOOLS, VTR'S UNDER ACTIVE CONSIDERATION INCLUDE FOOD PROCESSING, PLASTICS, PACKAGING AND HOUSEWARES.

4. FOR OSLO. AGREE IN PRINCIPLE TO REDUCTION NO. CAMPAIGNS PER PARA 1 REFTEL A. SUGGEST POST CAREFULLY REVIEW LATEST "BEST PROSPECTS" REPORT (OSLO'S A-167) TO SEE WHAT, IF ANY, OF THIS INFO ALSO APPLIES TO FY-78. BASED ON RECENT RESULTS OF S.T.C. EVENTS, EMBASSY SHOULD CONSIDER USING TENTATIVELY SCHEDULED S.T.C. EVENTS AS CORNERSTONES FOR SUGGESTED CAMPAIGNS NO. 1 (EDP).

5. FOR HELSINKI. SINCE ECONOMIC SITUATION IN FY-78 WILL DEPEND HEAVILY ON POLITICAL DECISIONS IN FY-77, HAVE, AT

THIS TIME, NO BASIC SUGGESTIONS/COMMENTS ON FY-78 CCP
INPUT (REFTEL B) OTHER THAN THOSE IN PARAS 2 AND 3 ABOVE
AND RECOMMENDATION TO DROP ENERGY SYSTEMS AS A CAMPAIGN.

APPEARS THAT CONCENTRATION ON OTHER 3 RECOMMENDED
CAMPAIGNS WOULD PRODUCE OPTIMUM RESULTS FOR POST'S
RESOURCE INPUT.

6. FOR COPENHAGEN. DUE TO ECONOMIC CONDITIONS AND
LIMITED POST RESOURCES, SUGGEST LIMIT NO. OF CAMPAIGNS
TO 3, WITH ASSESSMENT LATE JAN./EARLY FEB. TO DETERMINE
WHICH 3 WOULD PRODUCE OPTIMAL RESULTS. RECOMMEND
DROPPING ENERGY SYSTEMS FROM CONSIDERATION AS THIS TOPIC
HAS PROVEN HARD TO DEFINE AND PROMOTE.

7. FOR STOCKHOLM. BELIEVE PRELIMINARY POST INPUT (REF D)
WELL CONCEIVED BUT POSSIBLY SOMEWHAT OVERAMBITIOUS.
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SUGGEST CONSIDERATION BE GIVEN LIMITING CAMPAIGNS TO
MAXIMUM OF 7-8. IN THIS CONTEXT, SUGGEST POST CONSIDER
DROPPING CAMPAIGNS 7 (METALS INDUSTRIES), 8 (ENERGY
SYSTEMS), AND POSSIBLY 5 (CONSUMER GOODS). SINCE
SWEDEN'S STANDARD OF LIVING AND PURCHASING POWER
INDICATES HIGH POTENTIAL THAT MARKET FOR US CONSUMER
GOODS, POST'S ENDEAVORS THIS FIELD MIGHT BEST BE
CATEGORIZED UNDER "OTHER POST SPECIAL EFFORTS".
CONSIDERATION SHOULD ALSO BE GIVEN POTENTIAL USTS PROGRAM,
DETAILS OF WHICH WILL FOLLOW EARLY JAN. 77.
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Sent Date: 04-Jan-1977 12:00:00 am
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Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
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